Claims

What is claimed:

1. In a digital cable-system environment, an apparatus
for inserting one or more local signals during a delay period
associated with the execution of a channel change command, the
apparatus comprising:

a memory for storing one or more local signals;

a processor for recognizing the delay period associated
with the channel change command; and

a signal insertion module, coupled to the memory and the
processor, for retrieving a local signal from the memory and for
inserting the local signal in the delay period.

2. The apparatus of claim 1, wherein the local signal is
a targeted advertisement.

3. The apparatus of claim 1, wherein the local signal is
an audio signal.

4. The apparatus of claim 1, wherein the local signal is
a graphics signal.

5.   The apparatus of claim 1, further comprising a demultiplexer for recalculating a new program stream based on the channel change command.

5

6.   In a digital cable-system environment, a method for inserting one or more local signals during a delay period associated with the execution of a channel change command, the method comprising:

10   recognizing the delay period associated with the execution of the channel change command;

transmitting a request for a local signal, wherein the local signals are stored in memory;

receiving a local signal in response to the transmitted

15   request; and

inserting the local signal during the delay period.

7.   The method of claim 6, wherein the local signal is a targeted advertisement.

20

8.   The method of claim 6, wherein the local signal is an audio signal.

9.   The method of claim 6, wherein the local signal is a

5   graphics signal.

10.   The method of claim 6, wherein the local signal is an HTML page, either locally stored or received real-time from any source.

10

11.   The method of claim 10, wherein the local signal is a Java application.

12.   The method of claim 6, wherein the local signal is an

15   analog TV channel.

13.   The method of claim 6, wherein the local signal is a locally stored MPEG stream.

14. The method of claim 6, further comprising a
demultiplexer for recalculating a new program stream based on a
channel change command.